



Town of Lexington **Tourism Committee**

Dawn McKenna, *Chair*

(781) 862-0500 ext 84585

AGENDA

Thursday March 10, 2016 at 4 – 5:30 pm
Parker Room (lower level Town Office Building)

Members: Marsha Baker, Kerry Brandin, Margaret Coppe, Bebe Fallick, Trisha Kennealy, Dawn McKenna, Wim Nijenberg, Leeyng Wu

Staff: Masha Traber Economic Development Coordinator: Megan Zammuto

Economic Development Officer: Melisa Tintocalis

Center Committee Liaison: Fred Johnson

Selectmen Liaison: Peter Kelley

1) Marketing, brochure and website

- a) AAA Conference
- b) Giveaways
- c) Boston Concierge Show – *Monday, April 11th*

2) Tourism Committee's Representative to Selectmen's Center Streetscape Committee

3) Report to Town Meeting

4) Liberty Ride/Battle Green Guide Operations

5) Joint Tourism Training – March 31st - theme "Lexington Unites"

6) Tourism Committee Operations – Staff update

7) Events

- a) Voyage en Francophonie – March 12th
- b) Revolutionary Revelry

8) Minutes

9) Updates & Miscellaneous

- a) Battle Road Scenic By-Way
- b) New Committee Members

10) Other unforeseen items that must be addressed prior to next meeting

Next Meeting: *March 24 ~ April 7 ~ April 28th ~ May 12th ~ May 26th*

All agenda items may be taken up in a different order and are subject to change in compliance with State law.